

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (currently amended): A semitransparent reflector comprising:

a multi-layered, biaxially-oriented film comprising a base layer (A) and protective layers (B) and (C) provided on the base layer (A),

wherein the base layer (A) has flaky pores (D) and comprises a thermoplastic resin, a flaky inorganic fine powder and/or an organic filler, and the multi-layered, biaxially-oriented film satisfies ~~satisfying~~ the following optical characteristics (1) and (2):

- (1) $10 \% \leq T \leq 80 \%$,
 $20 \% \leq R \leq 90 \%$,
 $80 \% \leq (T + R) \leq 100 \%$
- (2) $8 \% \leq (R - R_d) \leq 30 \%$,

~~wherein~~ where T indicates the whole light transmittance (%) of the reflector, R indicates the whole light reflectance (%) thereof, R_d indicates the whole light diffusion reflectance (%) thereof.

Claim 2 (currently amended): A semitransparent reflector comprising:

a multi-layered, biaxially-oriented film comprising a base layer (A) and protective layers (B) and (C) provided on the base layer (A),

wherein the base layer (A) has flaky pores (D) and comprises a thermoplastic resin, a flaky inorganic fine powder and/or an organic filler, and the multi-layered, biaxially-oriented film satisfies ~~satisfying~~ the following optical characteristics (1) and (2):

- (1) $20 \% \leq T \leq 70 \%$,
 $30 \% \leq R \leq 80 \%$,
 $90 \% \leq (T + R) \leq 100 \%$,
- (2) $10 \% \leq (R - R_d) \leq 25 \%$,

~~wherein~~ where T indicates the whole light transmittance (%) of the reflector, R indicates the whole light reflectance (%) thereof, R_d indicates the whole light diffusion reflectance (%) thereof.

Claim 3 (currently amended): A semitransparent reflector comprising:
a multi-layered, biaxially-oriented film comprising a base layer (A) and protective layers (B) and (C) provided on the base layer (A),
wherein the base layer (A) has flaky pores (D) and comprises a thermoplastic resin, a flaky inorganic fine powder and/or an organic filler, and the multi-layered, biaxially-oriented film satisfies ~~satisfying~~ the following optical characteristics (1) and (2):

- (1) $25 \% \leq T \leq 55 \%$,
 $40 \% \leq R \leq 70 \%$,
 $95 \% \leq (T + R) \leq 100 \%$,
- (2) $10 \% \leq (R - R_d) \leq 20 \%$,

~~wherein~~ where T indicates the whole light transmittance (%) of the reflector, R indicates the whole light reflectance (%) thereof, R_d indicates the whole light diffusion reflectance (%) thereof.

Claim 4 (amended): The semitransparent reflector as claimed in claim 1, ~~which is a multi-layered, biaxially-oriented film comprising a base layer (A) and~~ wherein the protective layers (B) and (C) ~~[[that]]~~ contain a thermoplastic resin, a flaky inorganic fine powder and/or an organic filler, ~~and which has flaky pores (D).~~

Claim 5 (original): The semitransparent reflector as claimed in claim 4, wherein the flaky pores (D) satisfy the following (1) to (3):

- (1) $0.1 \leq X/Y \leq 10$,
- (2) $20 \leq Y/H \leq 1000$,
- (3) $0.1 \% \leq \text{porosity} \leq 20 \%$,

wherein X indicates the pore diameter (μm) in the machine direction, Y indicates the pore diameter (μm) in the transverse direction, and H indicates the pore height (μm).

Claim 6 (original): The semitransparent reflector as claimed in claim 4, wherein the flaky pores (D) satisfy the following (1) to (3):

- (1) $0.4 \leq X/Y \leq 1.5$,
- (2) $40 \leq Y/H \leq 500$,
- (3) $0.1 \% \leq \text{porosity} \leq 15 \%$,

wherein X indicates the pore diameter (μm) in the machine direction, Y indicates the pore diameter (μm) in the transverse direction, and H indicates the pore height (μm).

Claim 7 (original): The semitransparent reflector as claimed in claim 4, wherein the mean particle size of the flaky inorganic fine powder is from 3 to 30 μm , the mean aspect ratio thereof is from 2 to 100, the amount of the flaky inorganic fine powder in the base layer (A) is from 2 to 30 % by weight, and the amount of the flaky inorganic fine powder in the protective layers (B) and (C) is from 0 to 30 % by weight.

Claim 8 (original): The semitransparent reflector as claimed in Claim 4, wherein the mean dispersion particle size of the organic filler is from 10 to 50 μm , the mean aspect ratio thereof after biaxially stretched is from 10 to 1000, the amount of the organic filler in the base layer (A) is from 2 to 30 % by weight, and the amount of the organic filler in the protective layers (B) and (C) is from 0 to 30 % by weight.

Claim 9 (original): The semitransparent reflector as claimed in Claim 4, wherein the multi-layered biaxially-oriented film satisfies an optical characteristic of $0 \% \leq |(T - R)| \leq 60 \%$.

Claim 10 (original): The semitransparent reflector as claimed in Claim 4, wherein the multi-layered biaxially-oriented film satisfies an optical characteristic of $0 \% \leq |(T - R)| \leq 40 \%$.

Claim 11 (original): The semitransparent reflector as claimed in Claim 4, wherein the ratio of the draw ratio in the machine direction L_{MD} to that in the transverse direction L_{TD} of the multi-layered biaxially-oriented film, L_{MD}/L_{TD} is from 0.1 to 10.

Claim 12 (original): The semitransparent reflector as claimed in Claim 4, wherein the ratio of the draw ratio in the machine direction L_{MD} to that in the transverse direction L_{TD} of the multi-layered biaxially-oriented film, L_{MD}/L_{TD} is from 0.4 to 1.5.

Claim 13 (original): The semitransparent reflector as claimed in Claim 4, wherein the areal draw ratio ($L_{MD} \times L_{TD}$) of the multi-layered biaxially-oriented film is from 9 to 80 times.

Claim 14 (original): The semitransparent reflector as claimed in Claim 4, wherein the areal draw ratio ($L_{MD} \times L_{TD}$) of the multi-layered biaxially-oriented film is from 30 to 60 times.

Claim 15 (original): The semitransparent reflector as claimed in Claim 4, wherein the thermoplastic resin includes a polyolefin resin.

Claim 16 (original): The semitransparent reflector as claimed in claim 15, wherein the polyolefin resin is a propylene based resin having a melting point of not lower than 140°C.

Claim 17 (original): A display device comprising the semitransparent reflector of Claim 1.

Claim 18 (original): A display device with a member comprising the semitransparent reflector of Claim 1 and a polarizer bonded thereto, in which the member satisfies the following optical characteristics (1) and (2):

- (1) $5 \% \leq T_P \leq 40 \%$,
 $5 \% \leq R_P \leq 40 \%$,
 $35 \% \leq (T_P + R_P) \leq 80 \%$,

$$(2) \quad 0.35 \leq R_p/R \leq 1,$$

$$0.35 \leq T_p/T \leq 1,$$

wherein T_p indicates the whole light transmittance (%) of the display device member, and R_p indicates the whole light reflectance (%) of the display device member.

Claim 19 (original): A display device with a member comprising the semitransparent reflector of Claim 1 and a polarizer bonded thereto, in which the member satisfies the following optical characteristics (1) and (2):

$$(1) \quad 10 \% \leq T_p \leq 30 \%,$$

$$10 \% \leq R_p \leq 35 \%,$$

$$35 \% \leq (T_p + R_p) \leq 55 \%,$$

$$(2) \quad 0.35 \leq R_p/R \leq 0.6,$$

$$0.35 \leq T_p/T \leq 0.6,$$

wherein T_p indicates the whole light transmittance (%) of the display device member, and R_p indicates the whole light reflectance (%) of the display device member.

Claim 20 (original): A display device with a member comprising the semitransparent reflector of Claim 1 and a polarizer bonded thereto, in which the member satisfies the following optical characteristics (1) and (2):

$$(1) \quad 10 \% \leq T_p \leq 25 \%,$$

$$15 \% \leq R_p \leq 30 \%,$$

$$37 \% \leq (T_p + R_p) \leq 50 \%,$$

$$(2) \quad 0.35 \leq R_p/R \leq 0.5,$$

$$0.35 \leq T_p/T \leq 0.5,$$

wherein T_p indicates the whole light transmittance (%) of the display device member, and R_p indicates the whole light reflectance (%) of the display device member.